

LISTING AND STATUS OF THE CLAIMS

The following is a complete listing of all the claims in the application, with an indication of the status of each:

- 1     1. (Original) A network marketing system comprising:
  - 2             at least one user terminal for being operated by a user that purchases items and
  - 3     having the capability to be connected to a network;
  - 4             an item database for storing information on items on the market;
  - 5             a shopping cart database each associated with each user for storing shopping
  - 6     carts to temporarily save items to be investigated for purchase by a user; and
  - 7             a marketer server connected to said network, for providing said user terminal
  - 8     with item information stored in said item database, for adding a particular item to a
  - 9     shopping cart stored in said shopping cart database upon receiving notification from
  - 10    said user terminal to add that item to the shopping cart, for sequentially presenting
  - 11    items in said shopping cart to said user terminal to confirm whether or not the user
  - 12    has the intention to purchase upon receiving notification from said user terminal of
  - 13    the intention to purchase items in the shopping cart, and for actually accepting an
  - 14    application to purchase only with respect to items for which intention of an
  - 15    application to purchase could be confirmed.
- 1     2. (Original) A network marketing system according to claim 1, wherein said user
- 2     terminal establishes a right to purchase preferentially a particular item when said user
- 3     saves the item in said shopping cart.
- 1     3. (Currently amended) A network marketing method for marketing items between a
- 2     marketer server and a user terminal, said server and said terminal being connected by
- 3     way of a network, said method comprising steps of:
  - 4             providing said user terminal, via said marketer server, with item information
  - 5     stored in an item database storing information on items on the market;
  - 6             adding an a particular item selected by said user terminal to a shopping cart
  - 7     stored in a shopping cart database upon receiving notification from said user terminal
  - 8     to add that item to the shopping cart for temporarily holding items to be examined by

9 said user for purchase;  
10 upon receiving notification from said user of the intent to purchase items in  
11 said shopping cart, sequentially presenting items in said shopping cart to said user to  
12 confirm whether or not the user has the intention to purchase; and  
13 actually accepting an application to purchase for only those items for which  
14 said user's intention to apply for purchase could be confirmed.

1 4. (Original) A network marketing method according to claim 3, further comprising  
2 a step of establishing said user's right to purchase preferentially a particular item  
3 when said user saves the item in said shopping cart.

1 5. (Currently amended) A computer program for enabling a computer to perform  
2 processing for marketing items between a user terminal and a marketer server, said  
3 terminal and said server being connected by way of a network, said processing  
4 comprising:

5 a process for providing said user terminal, via said marketer server, with item  
6 information stored in an item database storing information on items on the market;

7 a process for adding an a particular item selected by said user to a shopping  
8 cart stored in a shopping cart database upon receiving notification from said user  
9 terminal to add that item to the shopping cart for temporarily holding items to be  
10 examined by said user for purchase;

11 a process for sequentially presenting items in said shopping cart to said user to  
12 confirm whether or not the user has the intention to purchase items in the shopping  
13 cart; and

14 a process for actually accepting an application to purchase with respect to only  
15 those items for which said user's intention to apply for purchase could be confirmed.

1 6. (Original) A computer program according to claim 5 that causes a computer to  
2 execute a process such that said user establishes a right to purchase preferentially a  
3 particular item when said user saves the item in said shopping cart.

1 7. (Currently amended) A marketer server that can be connected to at least one user  
2 terminal by way of a network, said server comprising:

3           a means for reading, from a recording medium, one or more computer  
4           programs which may be executed by said marketer server;

5           a means for providing said user terminal, via said marketer server, with item  
6           information stored in an item database storing information on items ~~that are marketed,~~  
7           on the market;

8           a means for, adding a particular item to a shopping cart stored in a shopping  
9           cart database upon receiving notification from said user terminal to add ~~a particular~~  
10          that item to a the shopping cart for temporarily holding items the user is examining  
11          for purchase, ~~adding the item to said shopping cart;~~

12          a means for, upon receiving notification from said user terminal of the  
13          intention to purchase items in said shopping cart, sequentially presenting items in the  
14          shopping cart to said user terminal to inform whether or not the ~~used~~ user has the  
15          intention to purchase; and

16          a means for actually accepting application to purchase with respect to only  
17          those items for which the intention to purchase could be confirmed.